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# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

Applicants:

Erkki TANSKANEN et al.

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For:

REAL-TIME, INTERACTIVE AND PERSONALIZED VIDEO SERVICE

Group:

2173

Examiner:

X. Bautista

# APPELLANT'S BRIEF PURSUANT TO 37 C.F.R. §4.173

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

April 22, 2005

Sir:

## I. REAL PARTY IN INTEREST

The real party in interest is the Assignee, Nokia Corporation, Keilalahdentie 4, FIN-02150 Espoo, Finland.

## II. RELATED APPEAL AND INTERFERENCES

There are no related appeals and interferences.

04/25/2005 JADD01

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## III. STATUS OF CLAIMS

Claims 1-4, 6 and 9-42 are pending, stand finally rejected and are the subject matter of this appeal.

## IV. STATUS OF AMENDMENTS

The Advisory Action of February 2, 2005 entered the Amendment of January 21, 2005 for purposes of appeal.

## V. SUMMARY OF CLAIMED SUBJECT MATTER

The present invention is an interactive services display and response user interface (claim 1); a method of providing real-time interactive services through a user interface of a client device (claim 14); a computer program to be executed by a client device to perform a method providing real-time interactive services through a user interface of the client device (claim 19); an interactive service provider (claim 30); a method of providing interactive services through a user interface of a client device (claim 31); and a user interface of the client device for providing interactive services (claim 36). An interactive services display and response user interface in accordance with an embodiment of the invention includes a client 102 connected to receive from an interactive provider server 108 and respond to signals based on real-time interactive content over a communications channel 104, received from the interactive provider server; an interface page as, for example, illustrated in Figs. 5 and 12, for providing information pertinent to the real-time interactive content to the client; and wherein the page can be configured by the client to display the pertinent information

pertaining to the preferences of a user of the client stored by the interactive provider server, the real-time interactive content being tailored to transmission and reception capabilities of the client. See, for example, page 5, line 28; page 6, lines 6-8; page 12, lines 3-5, and page 14, lines 11-25 - page 15, lines 1-3, of the specification regarding user preferences.

The claimed subject matter allows interactive input from a viewer of video services as set forth in the Summary of the Invention.

The listing of the independent claims immediately below contains parenthetical references referring to the drawings and specification by page and line number. With respect to independent claim 30, which contains means plus function limitations, the support therefore in the specification is identified.

1. An interactive services display and response user interface, comprising:

a client (102, Figs. 1 and 4, page 8, lines 27-28 - page 9, lines 1-3) connected to receive from an interactive provider server (108, Figs. 1 and 7A, page 9, lines 4-7; page 11, lines 2-9; page 15, lines 4-13) and respond to signals based on real-time interactive content (page 10, lines 3-8) over a communications channel (104, Figs. 1 and 4; page 10, lines 3-16) received from the interactive provider server;

an interface page (Fig. 5, page 15, lines 17-28; Fig. 12, page 17, lines 5-14) for providing information pertinent to said real-time interactive content to said client;

wherein said page can be configured by said client to display said pertinent information according to the preferences of a user of said client stored by said interactive provider server (Page 5, line 28; page 6, lines 6-8; page 12, lines 3-5; page 14, lines 11-25 - page 15, lines 1-3) and the real-time interactive content being tailored to the transmission and reception capabilities of said client (Page 6, lines 1-5).

14. A method of providing real-time interactive services through a user interface of a client device (102, Figs. 1 and 4, page 8, lines 27-28 - page 9, lines 1-3), comprising:

providing a communications channel (104, Figs. 1 and 4, page 10, lines 3-8) between a server (108, Figs. 1 and 7A, page 9, lines 4-7, page 11, lines 2-9) and client device;

storing preferences (page 5, line 28; page 6, lines 6-8; page 12, lines 3-5; page 14,

lines 11-25 - page 15, lines 1-3) of a user associated with said client device in said server;

retrieving real-time interactive content from a plurality of sources (Fig. 1, VAS 118,

page 15, lines 4-13) into said server;

personalizing said real-time interactive content (Fig. 5, page 15, lines 17-28; Fig. 12, page 17, lines 5-14) according to the preferences (See discussion of preferences above) of said user and configuring said personalized real-time interactive content to be provided to said user interface of said client device (Page 15, lines 4-13); and

transferring said personalized real-time interactive content to said client device to provide real-time interactive services to said user through said user interface of said client device (Fig. 5, page 15, lines 17-28; Fig. 12, page 17, lines 5-14).

19. A computer program to be executed by a client device (102, Figs. 1 and 4, page 8, lines 27-28 - page 9, lines 1-3) to perform a method of providing real-time interactive services through a user interface of the client device, comprising:

providing a communications channel (104, Figs. 1 and 4, page 10, lines 3-8) between a server (108, Figs. 1 and 7A, page 9, lines 4-7; page 11, lines 2-9; page 15, lines 4-13) and client device;

storing preferences (Page 5, line 28; page 6, lines 6-8; page 12, lines 3-5; page 14, lines 11-25 - page 15, lines 1-3) of a user associated with said client device in said server; retrieving real-time interactive content from a plurality of sources (Fig. 1, VAS 118, page 15, lines 4-13) into said server;

personalizing said real-time interactive content (Fig. 5, page 15, lines 17-28; Fig. 12, page 17, lines 5-14) according to the preferences (See discussion of preferences above) of said user and configuring said personalized real-time interactive content to be provided to said user interface of said client device; and

transferring said personalized real-time interactive content to said client device to provide real-time interactive services to said user through said user interface of said client device (Fig. 5, page 15, lines 17-28; Fig. 12, page 17, lines 5-14).

30. An interactive provider server (108 Figs. 1 and 7A, page 9, lines 4-7; page 11, lines 2-9, page 15, lines 4-13) comprising:

means (104 Figs. 1 and 4, page 10, lines 3-16) for providing a communications channel between said server and a client device;

means for storing (108 Fig. 7A, page 10, lines 17-28 - page 11, lines 1-16; page 14, lines 24-28 - page 15, lines 1-3) preferences of a user (Page 5, line 28; page 6, lines 6-8; page 12, lines 3-5; page 14, lines 11-25 - page 15, lines 1-3) associated with said client device in said server;

means for retrieving real time interactive content from a plurality of sources into said server (Fig. 1, VAS 118, page 15, lines 4-13);

means for personalizing (108, Figs. 1 and 7A, page 9, lines 4-7; page 11, lines 2-9; page 15, lines 4-13; 150, Fig. 7B, page 14, lines 11-18) said real-time interactive content according to the preferences (see above) of said user and configuring said personalized real-time interactive content to be provided to said user interface of said client device; and

means for transferring said personalized real-time interactive content to said client device to provide real-time interactive services to said user through a user interface of said client device (104, Figs. 1 and 4, page 10, lines 3-16; 116 and 180, Fig. 7B, page 11, lines 10-16).

31. A method of providing interactive services through a user interface of a client device (102, Figs. 1 and 4, page 8, lines 7-28 - page 9, lines 4-7; page 11, lines 2-9; page 15, lines 4-13) comprising:

transmitting an interface page (Fig. 5, page 15, lines 17-28; Fig. 12, page 17, lines 5-14) for providing information pertinent to interactive content related to a live broadcast transmission from an interactive provider server (108, Figs. 1 and 7A, page 9, lines 4-7; page 11, lines 2-9; page 15, lines 4-13) to the client device;

receiving the live broadcast transmission and the interface page at said client device (Fig. 5, page 15, lines 17-28; Fig. 12, page 17, lines 5-14);

interacting by said interactive provider server and said client device over a communications channel (104, Figs. 1 and 4, page 10, lines 3-16) based on the information;

configuring, by said client device, said interface page to display said information according to preferences of a user of said client device (page 5, line 28; page 6, lines 6-8; page 12, lines 3-5; page 14, lines 11-25 - page 15, lines 1-3);

tailoring the interactive content to the transmission and reception capabilities of said client device (page 6, lines 1-5); and

storing said preferences by said interactive provider server (Fig. 7A, 108, page 10, lines 17-28 through page 11, lines 1-16; page 14, lines 24-28 through page 15, lines 1-3).

36. A user interface of a client device (102, Figs. 1 and 4, page 8, lines 27-28 - page 9, lines 1-3) for providing interactive services comprising:

an interface page (Fig. 5, page 15, lines 17-28; Fig. 12, page 17, lines 5-14) for providing on a display information pertinent to interactive content relating a live broadcast transmission received from the interactive provider server (Figs. 1 and 7A, page 9, lines 4-7, page 11, lines 2-9; page 15, lines 4-13); and

a channel interface (Fig. 1, 110, page 10, lines 22-28 through page 11, line 1) operatively connected to a communications channel for transferring interaction information between the client device and the interactive provider server;

wherein the interface page is configurable by the client device to display said interaction information according to preferences of a user of said client device stored in said interactive provider server (Page 5, line 28, page 6, lines 6-8, page 12, lines 3-5, page 14, lines 11-25 - page 15, lines 1-3), said user interface tailoring the interactive content to the transmission and reception capabilities of said client device (Page 6, lines 1-5).

#### VI. GROUNDS OF REJECTION TO BE VIEWED ON APPEAL

- A. Is the Final Rejection of Claims 1, 4, 6, 9-12, 14-27 and 30-40 under 35 U.S.C. §103 as being unpatentable over United States Patent 6,058,379 (Odom et al) and United States Patent 5,761,647 (Boushy) correct?
- B. Is the rejection of claims 4 and 13 under 35 U.S.C. §103 as being unpatentable over Odom et al and Boushy in view of United States Patent 5,848,396 (Gerace) correct?
- C. Is the rejection of claim 2 under 35 U.S.C. §103 as being unpatentable over Odom et al and Boushy and in view of United States Patent 5,764,913 (Jancke et al) correct?
- D. Is the rejection of claim 3 under 35 U.S.C. §103 as being unpatentable over Odom et al and Boushy in view of United States Patent 6,712,702 (Goldberg et al) correct?
- E. Is the rejection of claims 28 and 29, 41 and 42 as being unpatentable over Odom et al and Boushy in view of United States Patent 6,666,769 (Stronach) correct?

## VII. ARGUMENT

## A. Independent Claims 1, 14, 19, 30, 31 and 36

The Examiner's position with respect to the independent claims is as follows as stated in the Final Rejection:

Odom discloses a real-time interactive system and method for electronic exchange of goods and services via an electronic network. Odom teaches a bidding mechanism that may be used for sellers and buyers to raise or lower bids and offers (abstract; col. 1, lines 7-10). Odom shows (fig. 1) client server architecture. Odom illustrates (fig. 1) client connected to receive an interactive provider server and respond to signals based on real-time interactive content over a communications channel received from the interactive provider server (col. 3, lines 1-161; col. 4, lines 15-24). Odom teaches an interface page (web page; col. 3, lines 24-34; col. 5, lines 46-57; col. 9, lines 18-29) for providing information pertinent to the real-time interactive content to the client; the page configured to display information according to the preferences (filter, predefined parameters; col. 2, lines 43-46; col. 3, lines 34-39; col. 4, lines 50-52, 66-67; col. 6, lines 32-40; col. 8, lines 66-67; col. 9, lines 1-8, 39-48) of the client

(col. 10, lines 37-59; col. 12, lines 54-67; col. 13, lines 1-7). Odom does not teach that the content is tailored to the transmission and reception capabilities of the client. However, Boushy discloses a system and method for tracking customer's gaming and non-gaming activity across affiliated casino properties. Boushy explains that casino management systems are typically custom designed for each casino property, the customer data is limited to selected customer activity at the specific casino property, and the customer data accumulated by different computer systems within the same casino is often in different, incompatible formats (col. 1, lines 54-67; col. 2, lines 1-2, 5-67). Boushy teaches content tailored to the transmission and reception capabilities of the client (abstract col. 7, lines 1-67; col. 8, lines 1-44). Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include Boushy's teaching of tailoring content according to transmission and reception capabilities in Odom's system for network exchange because as Boushy says, clients may be computer systems having different transmission/reception capabilities (workstations, PCs, slots, kiosks, gaming tables, etc.; figs. 2B, 3), which creates problems when making data available to the customer (emphasis added.

Claims 31 and 36

See claim 1. Odom teaches that bids may be broadcast to all participants in the exchange (col. 6, lines 56-58).

Further in the Advisory Action of February 2, 2005, the Examiner stated:

Odom/Boushy discloses a real-time interactive system that enables customization of the user interface according to the user preferences. Boushy discloses customer data which is updated to reflect customer activity and customer accounts which include detailed information on the customer's preferences, interests, credit rating, win profiles, and accumulated activity points.

Each of independent claims 1, 14, 19, 30, 31 and 36 substantively recites an interactive service display and response providing real-time interactive services through a user interface of a client device wherein the real-time interactive content is personalized according to user preferences and the personalized real-time interactive content is configured to the user interface of the client device. This subject matter is not suggested by the proposed

combination of Odom et al and Boushy. Odom et al disclose a real-time network exchange involving electronic exchange of goods and services. The exchange of goods and services is disclosed as involving <u>filtering</u> to insure with compliance with predetermined criteria as, for example, described in column 2, lines 44-47, column 3, lines 33-39, column 4, lines 50-52, and lines 66-67, column 6, lines 29-45 and column 9, lines 2-4 and lines 39-42 as referred to by the Examiner in the Office Action.

However, none of the aforementioned portions of Odom et al suggest the utilization of preferences of a user of the client as recited in the independent claims.

Appellants traverse the Examiner's conclusion that filtering involves the claimed user preferences. It is clear from Odom et al that the filtering which is referred therein pertains to filtering of a bid and not the user preferences. For example, column 3, lines 34-36, state "[t]his processing may include a first level of filtering to determine if the bid meets <u>predefined criteria or rates</u>" (emphasis added). Moreover, the Examiner's reliance upon Boushy does not cure this deficiency since Boushy has been cited for teaching tailoring of content according to transmission reception capability. Therefore, if the proposed combination were made as suggested by the Examiner, the subject matter of the claims would not be achieved such as in claim 1 "wherein said page can be configured by said client to display said pertinent information according to the preferences of a user...".

Moreover, it is submitted that the proposed combination of Odom et al and Boushy is based upon impermissible hindsight. The reason that the combination is based on hindsight is that Odom et al pertains to a system for electronic exchange of goods and services while Boushy pertains to a national customer recognition system and method in the field of gambling. The Examiner has not provided any reasoning in the record that would suggest

why a person of ordinary skill in the art would be motivated to modify the teachings of an electronic exchange of goods and services as taught by Odom et al by Boushy's teachings pertaining to the field of gambling. It is submitted that Boushy is non-analogous art to Odom et al.

It is submitted that even if the proposed combination of Odom and Boushy were not made, that the limitation as quoted above "wherein said page could be configured by said client to displace a pertinent information according to the preferences of a user of said client stored by said interactive service server and the real-time interactive content being tailored to the transmission of the reception capabilities of said client" as recited in claim 1 would not be achieved; "storing preferences of a user associated with said client device in said server; ...personalizing said real-time interactive content according to the preferences of said user and configuring said personalized real-time interactive content to be provided to said user interface of said client device; and transferring said personalized real-time interactive content to said client device to provide real-time interactive services to said user through said user interface of said client device" as recited in claim 14 would not be achieved; "storing preferences of a user associated with said client device in said server; ...personalizing said real-time interactive content according to the preferences of said user and configuring said personalized real-time interactive content to be provided to said user interface of said device; and transferring said personalized realtime interactive content to said client device to provide real-time interactive services to said user through said user interface of said client device" as recited in claim 19 would not be achieved; "means for storing preferences of a user associated with said client

device in said server; ...means for personalizing said real-time interactive content according to preferences of said user and configuring said personalized real-time interactive content to be provided to said user of said client device; and means for transferring said personalized real-time interactive content to said client device to provide real-time interactive services to said user through a user interface of said client device" as recited in claim 30 would not be achieved; "configuring, by said client device, said interface page to display said information according to preferences of a user of said client device; tailoring the interactive content to the transmission and reception capabilities of said client device; and storing said preferences by said interactive provider server" as recited in claim 31 would not be achieved and "wherein the interface page is configured by the client device to display said interactive information according to preferences of a user of said client device stored in said interactive provider server, said user interface tailoring the interactive content to transmission and reception capabilities of said client device" as recited in claim 36 would not be achieved. The Examiner's construction of filtering as disclosed in Odom et al does not meet the limitations regarding user preferences and the use thereof as recited in the independent claims.

## B. Claims 6, 11, 12, 24, 26, 27, 37. 39 and 40

Claims 6, 11, 12 and 24 are patentable for the same reasons set forth above with respect to the independent claims.

Claim 26 further limits claim 24 in reciting that the interactive content comprises betting information related to the preferences of said client. As stated above, the proposed combination of Odom et al and Boushy does not teach user preferences.

Accordingly, the disclosure of on-line gambling in Boushy does not suggest the subject matter of claim 26 which is limited to gambling preferences.

Claim 27 is patentable for the same reasons set forth above with respect to claim 26.

Claim 39 is patentable for the same reasons set forth above with respect to claim 26.

Claim 40 is patentable for the same reasons set forth above with respect to claim 27.

## C. Claims 15, 20 and 32

Claims 15, 20 and 32 are patentable for the same reasons set forth above with respect to claims 14, 19 and 32.

# D. Claims 16, 21 and 33

Claims 16, 21 and 33 further limit claims 14, 19 and 32 in reciting organizing the retrieved interactive content into a first level database. The Examiner's citation of column 3, lines 32-36, in Odom et al of "[n]ext, if a bid is made, the client passes the bid information to the server side to be processed...may include a first level of filtering to determine if the bid meets predetermined criteria or rates" does not suggest a first level database. The Examiner's rejection is based upon impermissible hindsight since no prior art has been cited pertaining to the claimed database level.

## E. Claims 17, 22 and 34

Claims 17, 22, and 34 further limit claims 16, 21, and 33 in reciting "wherein a set of second level databases are generated according to the preferences of said user. The reference to filtering, as discussed above, does not suggest "a set of

Second level databases". Moreover, as stated above, the proposed combination of Odom et al and Boushy does not disclose the preferences of users and does not disclose a set of second level databases are generated according to preferences of said user.

## F. Claims 18, 23 and 35

Claims 18, 23 and 35 respectively limit claims 17, 22 and 34 in reciting "wherein the method provides interactive services to a plurality of users, the first level database is organized and shared amongst said plurality of users, and a plurality of individual sets of second level databases are generated, said plurality of individual sets of second level databases corresponding respectively to said plurality of users". It is submitted that the referenced portions of Odom et al do not suggest the subject matter for the reasons as set forth above with respect to claims 17, 22, and 34 not teaching a set of second level databases are generated according to the preferences of said user. Furthermore, the further detailed recitation of the first and second level databases of claims 18 and 23 and 35 is not suggested by the referenced portions of Odom et al.

## G. Claims 25 and 38

Claims 25 and 38 are patentable for the reasons set forth above with respect to the independent claims.

#### H. Claims 4 and 13

With respect to claims 4 and 13, the proposed combination of Odom et al,
Boushy and United States Patent 5,848,396 (Gerace) does not cure the deficiencies
noted above with respect to the independent claims. Gerace has been cited as

teaching a page configured to display pertinent information according to preferences with the Examiner citing column 5, lines 15-25, and column 6, lines 22-39. Gerace discloses a method and apparatus for determining behavioral profile of a computer user in which advertisements may be displayed in accordance with a screen formatted according to user preferences. However, this combination does not cure the deficiencies noted above with respect to Odom et al and Boushy involving display in a client with the display configured in accordance with stored user preferences. Gerace teaches the pattern of user viewing habits or action is used to create a program for sponsors to direct advertisements to target users. See column 4, lines 12-36.

It is submitted that a person of ordinary skill in the art would not be motivated to combine the teachings of Odom et al who pertain to a real-time network exchange with seller specified exchange parameters and interactive participation, Boushy who pertains to a national customer recognition system and method, and Gerace who pertain to a method and apparatus for determining behavioral profile of a computer user for any reason given the diversity of their disclosure. A person of ordinary skill in the art would not be led to make the proposed combination except by impermissible hindsight with Gerace not curing the deficiencies noted above with respect to independent claim 1.

Moreover, claim 13 limits claim 6 in reciting that the client responses comprise answers to various questions answered prior to providing said interactive and personalized services. It is submitted that the subject matter of claim 13 is not suggested by the combination of Odom et al, Boushy and Gerace.

## I. Claim 2

Claim 2 is rejected over the combination of Odom et al, Boushy and United States Patent 5,764,913 (Jancke et al). Jancke has been cited as disclosing state icons in the form of traffic lights. However, it is submitted that this disclosure does not cure the deficiencies noted above with respect to the combination of Odom et al and Boushy.

#### J. Claim 2

Claim 3 stands rejected as being unpatentable over Odom et al and Boushy in view of United States Patent 6,712,702 (Goldberg et al). Goldberg et al has been cited as disclosing a method of automating playing games that can be played by a large number of players including the illustration of playing time. However, Goldberg et al do not cure the deficiencies noted above with respect to the rejection of claim 1.

## K. Claims 28, 29, 41 and 42

Claims 28, 29, 41 and 42 stand rejected as being unpatentable over Odom et al and Boushy in view of United States Patent 6,666,769 (Stronach). Stronach has been cited as teaching a live video feed. However, the teachings of Stronach do not cure the deficiencies noted above with respect to the rejection of claims 1 and 36.

## VIII. CONCLUSION

The Examiner has not demonstrated on the record that the proposed combination of Odom et al and Boushy would render obvious the utilization of preferences of a user in providing real-time interactive content between a server and a client as claimed. Moreover, the proposed combination of Odom et al and Boushy

and the additionally cited references utilized in the rejection of the dependent claims is based upon impermissible hindsight. The Examiner has not demonstrated any motivation in the record why a person of ordinary skill in the art would be led to combine the teachings of Odom et al and Boushy for any reason and furthermore, if such combination were made, the aforementioned subject matter involving user preferences and other differences as discussed with respect to the dependent claims would not be achieved. Accordingly, reversal of the Final Rejection is respectfully requested.

An Oral Hearing is respectfully requested herewith.

The Appeal Brief fee of \$500 and the Oral Hearing Fee of \$1,000 are included herewith on the Credit Card Payment Form.

To the extent necessary, Applicants petition for an extension of time under 37 C.F.R. §1.136. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, to Deposit Account No. 01-2135 (0171.3808400) and please credit any excess fees to such Deposit Account.

Respectfully submitted,

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## **CLAIMS ON APPEAL**

1. An interactive services display and response user interface, comprising:

a client connected to receive from an interactive provider server and respond to signals based on real-time interactive content over a communications channel received from the interactive provider server;

an interface page for providing information pertinent to said real-time interactive content to said client;

wherein said page can be configured by said client to display said pertinent information according to the preferences of a user of said client stored by said interactive provider server and the real-time interactive content being tailored to the transmission and reception capabilities of said client.

- 2. The interface of Claim 1, wherein at least one of said pertinent information is displayed using traffic lights.
- 3. The interface of Claim 1, wherein said pertinent information includes the time left in a betting window.
- 4. The interface of Claim 1, wherein visual elements of said interface page can be altered to color preference.
  - 5. (canceled)

6. The interface recited in claim 1, wherein said interactive provider server is a betting service.

## 7. - 8. (canceled)

- 9. The interface recited in claim 1, wherein said interactive provider server is a web server on the Internet.
- 10. The interface recited in claim 1, wherein the interactive provider server obtains at least some of said real-time interactive content from at least two different sources.
- 11. The interface recited in claim 6, wherein said client responses comprises bets.
- 12. The interface recited in claim 11, wherein said pertinent information comprises information related to teams upon which the client has made bets.
- 13 The interface recited in claim 6, wherein said client responses comprises answers to various questions answered prior to providing said interactive and personalized services.

14. A method of providing real-time interactive services through a user interface of a client device, comprising:

providing a communications channel between a server and client device;
storing preferences of a user associated with said client device in said server;
retrieving real-time interactive content from a plurality of sources into said
server;

personalizing said real-time interactive content according to the preferences of said user and configuring said personalized real-time interactive content to be provided to said user interface of said client device; and

transferring said personalized real-time interactive content to said client device to provide real-time interactive services to said user through said user interface of said client device.

- 15. A method as recited in claim 14, wherein said interactive content is retrieved and updated automatically in accordance with a timetable.
- 16. A method as recited in claim 14, further comprising organizing the retrieved interactive content into a first level database.
- 17. A method as recited in claim 16, wherein a set of second level databases are generated according to the preferences of said user.

- 18. A method as recited in claim 17, wherein the method provides interactive services to a plurality of users, the first level database is organized and shared among said plurality of users, and a plurality of individual sets of second level databases are generated, said plurality of individual sets of second level databases corresponding respectively to said plurality of users.
- 19. A computer program to be executed by a client device to perform a method of providing real-time interactive services through a user interface of the client device, comprising:

providing a communications channel between a server and client device; storing preferences of a user associated with said client device in said server; retrieving real-time interactive content from a plurality of sources into said server; '

personalizing said real-time interactive content according to the preferences of said user and configuring said personalized real-time interactive content to be provided to said user interface of said client device; and

transferring said personalized real-time interactive content to said client device to provide real-time interactive services to said user through said user interface of said client device.

20. A computer program as recited in claim 19, wherein said interactive content is retrieved and updated automatically in accordance with a timetable.

- 21. A computer program as recited in claim 19, further comprising organizing the retrieved interactive content into a first level database.
- 22. A computer program as recited in claim 21, wherein a set of second level databases are generated according to the preferences of said user.
- 23. A computer program as recited in claim 22, wherein the method provides interactive services to a plurality of users, the first level database is organized and shared among said plurality of users, and a plurality of individual sets of second level databases are generated, said plurality of individual sets of second level databases corresponding respectively to said plurality of users.
- 24. The interface according to claim 1, wherein said interactive content comprises betting information.
- 25. The interface according to claim 24, wherein said pertinent information comprises current information regarding prospective wagers.
- 26. The interface according to claim 24, wherein said interactive content comprises betting information related to the preferences of said client.
- 27. The interface according to claim 26, wherein the interactive content comprises betting information related to a sports team of interest to said client.

- 28. The interface according to claim 1, wherein the interface page displays a live video feed and interactive content comprising betting information related to content in the live video feed.
- 29. The interface according to claim 28, wherein said pertinent information comprises at least one of current prospective wagers and allowable wagers.
  - 30. An interactive provider server comprising:

means for providing a communications channel between said server and a client device;

means for storing preferences of a user associated with said client device in said server;

means for retrieving real time interactive content from a plurality of sources into said server;

means for personalizing said real-time interactive content according to the preferences of said user and configuring said personalized real-time interactive content to be provided to said user interface of said client device; and

means for transferring said personalized real-time interactive content to said client device to provide real-time interactive services to said user through a user interface of said client device.

31. A method of providing interactive services through a user interface of a client device comprising:

transmitting an interface page for providing information pertinent to interactive content related to a live broadcast transmission from an interactive provider server to the client device;

receiving the live broadcast transmission and the interface page at said client device;

interacting by said interactive provider server and said client device over a communications channel based on the information;

configuring, by said client device, said interface page to display said information according to preferences of a user of said client device;

tailoring the interactive content to the transmission and reception capabilities of said client device; and

storing said preferences by said interactive provider server.

- 32. The method as recited in claim 31, further comprising retrieving and updating said interactive content automatically in accordance with a timetable.
- 33. A method as recited in claim 32, further comprising organizing the retrieved interactive content into a first level database.
- 34. A method as recited in claim 33, further comprising generating a set of second level databases according to the preferences of said user.

- 35. A method as recited in claim 34, wherein the method provides interactive services to a plurality of users, the first level database is organized and shared among said plurality of users, and a plurality of individual sets of second level databases are generated, said plurality of individual sets of second level databases corresponding respectively to said plurality of users.
- 36. A user interface of a client device for providing interactive services comprising:

an interface page for providing on a display information pertinent to interactive content relating a live broadcast transmission received from the interactive provider server; and

a channel interface operatively connected to a communications channel for transferring interaction information between the client device and the interactive provider server;

wherein the interface page is configurable by the client device to display said interaction information according to preferences of a user of said client device stored in said interactive provider server, said user interface tailoring the interactive content to the transmission and reception capabilities of said client device.

37. The interface according to claim 36, wherein said interactive content comprises betting information.

- 38. The interface according to claim 37, wherein said pertinent information comprises current information regarding prospective wagers.
- 39. The interface according to claim 37, wherein said interactive content comprises betting information related to the preferences of said client.
- 40. The interface according to claim 39, wherein the interactive content comprises betting information related to a sports team of interest to said client.
- 41. The interface according to claim 37, wherein the interface page displays a live video feed and interactive content comprising betting information related to content in the live video feed.
- 42. The interface according to claim 41, wherein said pertinent information comprises at least one of current prospective wagers and allowable wagers.

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